



COUNTY OF SAN DIEGO NEWS RELEASE

FOR IMMEDIATE RELEASE

July 30, 2003

Contact: Michael Workman (619) 531-5450
or Richard Doutré Jones (858) 688-9275

"SAM THE COOKING GUY" PREMIERES THIS WEEKEND ON THREE CHANNELS **JOINT PRODUCTION BRINGS EMMY-AWARD WINNING HOST TO SAN DIEGO VIEWERS**

"Sam The Cooking Guy," a new, jointly-produced 30-minute cooking show starring Emmy award-winning Fox 6 television personality Sam Zien will begin airing this weekend on County Television Network (CTN), FOX 6 and UPN 13 San Diego.

This partnership will enable each television station to offer a high quality show at a reduced cost and will greatly increase the number of viewers who will enjoy the featured recipes of simple, easy-to-prepare food from common ingredients. The first show will highlight recipes for brunch, while following shows will include a variety of themes, including barbecue, holidays, and entertaining. Additionally, the programs will explore menus and viewer favorites, including peanut butter recipes, and well-known local chefs.

The show will air Saturdays at 11:30 a.m. on Fox 6, and Saturdays at 6 p.m. on UPN 13, and 8:30 p.m. Sunday through Friday on CTN. Sam (Zien) will continue to be a part of Fox in the Morning each Monday and Friday, participating in his weekly segments as Sam The Cooking Guy on Fox 6.

"This new show enables CTN to showcase an innovative and local production that is high-quality and entertaining," said Michael Workman, director of the County department of media and public relations. "We offer the positive local programming people want to watch and at the same time tell them about services provided by the County."

"We are excited at the prospect of working with CTN, not only to produce a program for both our stations which enhances our Fox in the Morning brand with Sam The Cooking Guy, but also to help support the efforts of public broadcasting by joining the resources of Bay City Television, Inc. (XETV & XUPN) with CTN " said FOX 6 & UPN 13 VP & General Manager Richard Doutré Jones.

All of "Sam The Cooking Guy" recipes will continue to be available on the web sites for Fox 6 (www.fox6.com) and UPN13 (<http://upn13sandiego.com>) and beginning with the first weekend show, they will also be available on CTN's web site (www.ctn.org).

CTN is available on Time Warner 22, Adelphia 66, and Cox 19 (North) and 24 (South).

###